

ORDER



Orders
Order / Rev: 65452
Alt Order #: 9841428 /Brad
Product Desc: TOM SMITH FOR SENATE
Estimate:
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/12/12 / 10/17/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Smith/R/Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	121	\$40,810.00	\$34,688.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	121	\$40,810.00	\$34,688.50	0.00
Totals	121	\$40,810.00	\$34,688.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	20%	\$40,810.00
Market	100%	\$204,050.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	45%	\$91,822.50
WHTM	25%	\$51,012.50
WLYH	0%	\$0.00
WPMT	10%	\$20,405.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/16/12	10/22/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
N 2	WHP	10/16/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
N 3	WHP	10/16/12	10/22/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	MTWTF--	:30	10	\$75.00	P-4	0.00	NM	10	\$750.00
N 4	WHP	10/16/12	10/22/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 5	WHP	10/16/12	10/22/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 6	WHP	10/16/12	10/22/12		CM	530p-6p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00

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Advertiser: Smith/R/Senate
 Product Desc: TOM SMITH FOR SENATE
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 530p-6p News CBS 21 News at 530p											
N 7	WHP	10/16/12	10/22/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N 8	WHP	10/16/12	10/22/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 9	WHP	10/16/12	10/22/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
N 10	WHP	10/16/12	10/22/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 11	WHP	10/16/12	10/22/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	7	\$140.00	P-2	0.00	NM	7	\$980.00
N 12	WHP	10/16/12	10/22/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 13	WHP	10/16/12	10/22/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 14	WHP	10/16/12	10/22/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
N 15	WHP	10/16/12	10/22/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N 16	WHP	10/16/12	10/22/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
N 17	WHP	10/16/12	10/22/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
N 18	WHP	10/16/12	10/22/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N 19	WHP	10/16/12	10/22/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N 20	WHP	10/16/12	10/22/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
N 21	WHP	10/16/12	10/22/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N 22	WHP	10/16/12	10/22/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 23	WHP	10/16/12	10/22/12	NFL RS Game NFL Reg Season Game	CM	1p-7p	-----S	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
N 24	WHP	10/16/12	10/22/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
N 25	WHP	10/16/12	10/22/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
N 26	WHP	10/16/12	10/22/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	2	\$125.00	P-4	0.00	NM	2	\$250.00
N 27	WHP	10/16/12	10/22/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	4	\$40.00	P-3	0.00	NM	4	\$160.00
N 28	WHP	10/18/12	10/22/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M--TF--	:30	5	\$100.00	P-3	0.00	NM	10	\$6,150.00

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WHP-TV CBS21

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N28	WHP	10/18/12	10/22/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M- TF--	:30	5	\$100.00	P-3	0.00	NM	10	\$6,150.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/18/12-10/22/12	M-F 10a-11a See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]	10a-11a		M- ThF----		:30		(\$100.00)		0.00	NM		
2	WHP	10/18/12-10/22/12	M-F 10a-11a See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]	10a-11a		M- ThF----		:30		(\$100.00)		0.00	NM		
3	WHP	10/18/12-10/22/12	M-F 10a-11a See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]	10a-11a		M- ThF----		:30		(\$100.00)		0.00	NM		
4	WHP	10/18/12-10/22/12	M-F 10a-11a See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]	10a-11a		M- ThF----		:30		(\$100.00)		0.00	NM		
5	WHP	10/18/12-10/22/12	M-F 10a-11a See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]	10a-11a		M- ThF----		:30		(\$100.00)		0.00	NM		
6	WHP	10/18/12-10/22/12	Fri Reg 1	8p-9p		-----F----		:30		\$800.00		0.00	NM		
	Ⓜ	MG for 37.2,40.1,33.2,28.1,29.3,29.1,34.1,28.4,28.2,29.5,29.6,29.2,29.4,39.5,39.4,37.3,28.3,39.6,29.8,34.2,37.1,29.10,28.1 [MG within Flight]													
7	WHP	10/18/12-10/22/12	Mon Reg 1	8p-9p		M-----		:30		\$1,300.00		0.00	NM		
	Ⓜ	MG for 37.2,40.1,33.2,28.1,29.3,29.1,34.1,28.4,28.2,29.5,29.6,29.2,29.4,39.5,39.4,37.3,28.3,39.6,29.8,34.2,37.1,29.10,28.1 [MG within Flight]													
8	WHP	10/18/12-10/22/12	Mon Reg 2	9p-10p		M-----		:30		\$1,500.00		0.00	NM		
	Ⓜ	MG for 37.2,40.1,33.2,28.1,29.3,29.1,34.1,28.4,28.2,29.5,29.6,29.2,29.4,39.5,39.4,37.3,28.3,39.6,29.8,34.2,37.1,29.10,28.1 [MG within Flight]													
9	WHP	10/18/12-10/22/12	Thu Reg 3	10p-11p		---Th----		:30		\$1,400.00		0.00	NM		
	Ⓜ	MG for 37.2,40.1,33.2,28.1,29.3,29.1,34.1,28.4,28.2,29.5,29.6,29.2,29.4,39.5,39.4,37.3,28.3,39.6,29.8,34.2,37.1,29.10,28.1 [MG within Flight]													
10	WHP	10/18/12-10/22/12	Sat Reg 1	8p-9p		-----Sa--		:30		\$310.00		0.00	NM		
	Ⓜ	MG for 37.2,40.1,33.2,28.1,29.3,29.1,34.1,28.4,28.2,29.5,29.6,29.2,29.4,39.5,39.4,37.3,28.3,39.6,29.8,34.2,37.1,29.10,28.1 [MG within Flight]													
11	WHP	10/18/12-10/22/12	Sat Reg 2	9p-10p		-----Sa--		:30		\$350.00		0.00	NM		
	Ⓜ	MG for 37.2,40.1,33.2,28.1,29.3,29.1,34.1,28.4,28.2,29.5,29.6,29.2,29.4,39.5,39.4,37.3,28.3,39.6,29.8,34.2,37.1,29.10,28.1 [MG within Flight]													
12	WHP	10/18/12-10/22/12	Sat Reg 3	10p-11p		-----Sa--		:30		\$375.00		0.00	NM		
	Ⓜ	MG for 37.2,40.1,33.2,28.1,29.3,29.1,34.1,28.4,28.2,29.5,29.6,29.2,29.4,39.5,39.4,37.3,28.3,39.6,29.8,34.2,37.1,29.10,28.1 [MG within Flight]													
13	WHP	10/18/12-10/22/12	Sa-Su LF	11:30 PM-12:30 AM		-----SaSu		:30		\$35.00		0.00	NM		
	Ⓜ	MG for 37.2,40.1,33.2,28.1,29.3,29.1,34.1,28.4,28.2,29.5,29.6,29.2,29.4,39.5,39.4,37.3,28.3,39.6,29.8,34.2,37.1,29.10,28.1 [MG within Flight]													
14	WHP	10/18/12-10/22/12	Face the State	1130a-12p		-----Su		:30		\$45.00		0.00	NM		
	Ⓜ	MG for 37.2,40.1,33.2,28.1,29.3,29.1,34.1,28.4,28.2,29.5,29.6,29.2,29.4,39.5,39.4,37.3,28.3,39.6,29.8,34.2,37.1,29.10,28.1 [MG within Flight]													
15	WHP	10/18/12-10/22/12	Sa-Su LF	11:30 PM-12:30 AM		-----SaSu		:30		\$35.00		0.00	NM		
	Ⓜ	MG for 37.2,40.1,33.2,28.1,29.3,29.1,34.1,28.4,28.2,29.5,29.6,29.2,29.4,39.5,39.4,37.3,28.3,39.6,29.8,34.2,37.1,29.10,28.1 [MG within Flight]													
N29	WHP	10/18/12	10/22/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M- TF--	:30	10	\$75.00	P-4	0.00	NM	2	\$150.00

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N29	WHP	10/18/12	10/22/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M - TF - -	:30	10	\$75.00	P-4	0.00	NM	2	\$150.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/18/12-10/22/12	M-F 1230p-2p See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]			1230p-2p	M - ThF - - - -	:30		(\$75.00)		0.00	NM		
2	WHP	10/18/12-10/22/12	M-F 1230p-2p See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]			1230p-2p	M - ThF - - - -	:30		(\$75.00)		0.00	NM		
3	WHP	10/18/12-10/22/12	M-F 1230p-2p See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]			1230p-2p	M - ThF - - - -	:30		(\$75.00)		0.00	NM		
4	WHP	10/18/12-10/22/12	M-F 1230p-2p See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]			1230p-2p	M - ThF - - - -	:30		(\$75.00)		0.00	NM		
5	WHP	10/18/12-10/22/12	M-F 1230p-2p See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]			1230p-2p	M - ThF - - - -	:30		(\$75.00)		0.00	NM		
6	WHP	10/18/12-10/22/12	M-F 1230p-2p See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]			1230p-2p	M - ThF - - - -	:30		(\$75.00)		0.00	NM		
8	WHP	10/18/12-10/22/12	M-F 1230p-2p See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]			1230p-2p	M - ThF - - - -	:30		(\$75.00)		0.00	NM		
10	WHP	10/18/12-10/22/12	M-F 1230p-2p See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]			1230p-2p	M - ThF - - - -	:30		(\$75.00)		0.00	NM		
N30	WHP	10/18/12	10/22/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M - TF - -	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N31	WHP	10/18/12	10/22/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M - TF - -	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
N32	WHP	10/18/12	10/22/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M - TF - -	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
N33	WHP	10/18/12	10/22/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M - TF - -	:30	2	\$400.00	P-3	0.00	NM	1	\$400.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/18/12-10/22/12	M-F 7p-730p See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]			7p-730p	M - ThF - - - -	:30		(\$400.00)		0.00	NM		
N34	WHP	10/18/12	10/22/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M - TF - -	:30	2	\$450.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/18/12-10/22/12	M-F 730p-8p See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]			730p-8p	M - ThF - - - -	:30		(\$450.00)		0.00	NM		
2	WHP	10/18/12-10/22/12	M-F 730p-8p See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15 [Preempted by NSM]			730p-8p	M - ThF - - - -	:30		(\$450.00)		0.00	NM		
N35	WHP	10/18/12	10/22/12	Letterman Letterman	CM	1135p-1235a	M - TF - -	:30	3	\$140.00	P-2	0.00	NM	3	\$420.00
N36	WHP	10/16/12	10/22/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	- - - - F - -	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N37	WHP	10/16/12	10/22/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	- - - - - S	:30	3	\$150.00	P-3	0.00	NM	0	\$0.00

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N37	WHP	10/16/12	10/22/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	3	\$150.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/16/12-10/22/12	CBS Sun Morning	9a-1030a		-----Su		:30		(\$150.00)		0.00	NM		
			See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15												
			[Preempted by NSM]												
2	WHP	10/16/12-10/22/12	CBS Sun Morning	9a-1030a		-----Su		:30		(\$150.00)		0.00	NM		
			See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15												
			[Preempted by NSM]												
3	WHP	10/16/12-10/22/12	CBS Sun Morning	9a-1030a		-----Su		:30		(\$150.00)		0.00	NM		
			See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15												
			[Preempted by NSM]												
N38	WHP	10/16/12	10/22/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N39	WHP	10/18/12	10/22/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M--TF--	:30	10	\$50.00	P-4	0.00	NM	7	\$350.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WHP	10/18/12-10/22/12	M-F 3p-4p	3p-4p		M--ThF----		:30		(\$50.00)		0.00	NM		
			See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15												
			[Program Change]												
5	WHP	10/18/12-10/22/12	M-F 3p-4p	3p-4p		M--ThF----		:30		(\$50.00)		0.00	NM		
			See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15												
			[Program Change]												
6	WHP	10/18/12-10/22/12	M-F 3p-4p	3p-4p		M--ThF----		:30		(\$50.00)		0.00	NM		
			See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15												
			[Program Change]												
N40	WHP	10/18/12	10/22/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/18/12-10/22/12	Thu Reg 1	8p-9p		---Th-----		:30		(\$1,700.00)		0.00	NM		
			See MG 28.6,28.7,28.8,28.9,28.10,28.11,28.12,28.13,28.14,28.15												
			[Preempted by NSM]												
N41	WHP	10/16/12	10/22/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
N42	WHP	10/16/12	10/22/12	CBS This Morning Satur Saturday Early Show	CM	9a-11a	-----S-	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
N43	WHP	10/21/12	10/21/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
													Totals	121	\$40,810.00